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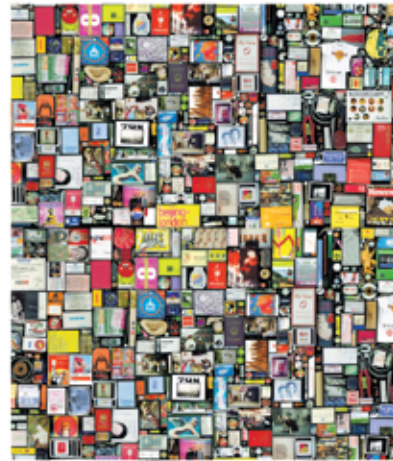


Michael Earle, CEO of Diseño Earle, is an American who grew up in Spain. He studied architecture at the Boston Architectural Center where he later became Professor of Architecture before returning to Spain in 2002 to set up his company. Specialising in contemporary design and build, Diseño Earle has grown into an international practice. A multi-cultural team of more than 150 work on projects for private and commercial clients at various locations around the world, including Dubai, Cape Verde, Brazil, Ukraine and, of course, here in Spain.

Spain, extra value often means writing advertorials as part of the service. This word mix means writing an article for an advertiser and disguising it as the actual editorial opinion of the magazine staff. A reader is, however, much more likely to read something he or she believes to be an unbiased opinion than they are an advertisement. What this does, once caught by the more perceptive reader, is compromise the journalistic integrity of the publication. Our policy at Modern Design has and will always be **NOT TO PUBLISH ADVERTORIALS**. We believe in our readers as they believe in us. Our advertisers, in many cases benefit from this honesty because we believe it makes our magazine more readable. We will continue to provide fresh new looks into the great modern designs being conceived and built around the world. It is an amazing time in history. Each day we become more exposed to new cultures, new ideas and new experiences and we should cherish and seize the opportunity. We will continue to bring you a tiny little bit of this experience and culture, with an unbiased opinion!

Modern Design is also available online at www.d-earle.com
For any questions or comments about Modern Design Magazine, I can be contacted at mearle@d-earle.com

This month, as we get ready to celebrate the one-year anniversary of Modern Design Magazine, I feel it is important to explain some of what we stand for and believe in as a publication. Today in the corporate world there is a lot of talk about company values. Sometimes these are very real and other times they are merely words to include in the company brochure and put on the letterhead. How many times have we stood in line somewhere getting horrible service under a sign saying, "the customer is our number one priority?" If you have been a regular reader of Modern Design, it should be clear that our mission is to share and spread our passion for innovative design with our readers. We try to do this by presenting to them the great work being done all over the world. It is our passion to research and write about great design and innovative technology that is changing the way we live. In these tough economic times, especially in places like the Costa del Sol, it is difficult to do business without giving extra value to advertisers. In the magazine business here in



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10 Years, by Hong Hao, Chinese Contemporary Art (page 52).

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Modern Design is now on Facebook. Come and join our community, share your love of modern design, leave comments about our magazine or just say hi!

If you think you could be part of MODERN DESIGN or you know someone who could, please let us know. We want our magazine to be interactive. We want to progress with you. In 2016, Málaga probably will be the European City of Culture – it's not as far off as you think so let's open our minds to the world and the future. Let's make it happen!

www.d-earle.com

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